

**Claims**

1. A diagnostic conjugate comprising the following components:
  - (a) a transmembrane module (TPU);
  - (b) an address module (AS); and
  - (c) a signalling module (SM).
2. The diagnostic conjugate of claim 1, wherein the transmembrane module (TPU) is a human transmembrane peptide.
3. The diagnostic conjugate of claim 2, wherein the transmembrane module (TPU) comprises the amino acid sequence KMTRQTWWHRIKHKC; MTRQTFWHRIKHKC or KHKIRHWFTQRTMC.
4. The diagnostic conjugate of any one of claims 1 to 3, wherein the address module (AS) is an antisense peptide nucleic acid (PNA).
5. The diagnostic conjugate of claim 4, wherein the antisense peptide nucleic acid (PNA) is capable of hybridizing with an mRNA the expression or mis-expression of which is associated with a disease.
6. The diagnostic conjugate of claim 5, wherein the disease is a tumor.
7. The diagnostic conjugate of claim 6, wherein the antisense peptide nucleic acid (PNA) is capable of hybridizing with c-myc-, c-ras-, hern-, sst1 or sst2-mRNA.
8. The diagnostic conjugate of claim 7, wherein the antisense peptide nucleic acid (PNA) comprises the sequence H<sub>2</sub>N-ATGCCCCCTCAACGTTAGCTT-COOH.

9. The diagnostic conjugate of any one of claims 1 to 8, wherein the signalling module (SM) comprises Gd, Fe or F.
10. The diagnostic conjugate of any one of claims 1 to 9, wherein the transmembrane module (TPU) is coupled to the address module (AS) via a covalently cleavable spacer I and/or the address module (AS) is coupled to the signalling module (SM) or a compound trapping the signalling module (SM) via a covalently non-cleavable spacer II.
11. The diagnostic conjugate of claim 10, wherein spacer I comprises a cleavable disulfide bridge.
12. The diagnostic conjugate of claim 10, wherein spacer I and/or spacer II comprises polylysine or polyglycine.
13. The diagnostic conjugate of any one of claims 10 to 12, wherein spacer II carries an FITC-label.
14. The diagnostic conjugate of any one of claims 1 to 14 having the following structure: transmembrane module (TPU) - spacer I comprising a cleavable disulfide bridge - address module (AS) - spacer II - signalling module (SM) or compound trapping the signalling module (SM).
15. A diagnostic composition containing a diagnostic conjugate of any one of claims 1 to 14.
16. Use of a diagnostic conjugate of any one of claims 1 to 14 for the preparation of a diagnostic composition for the selective detection of tumor cells.